CHRISTIAN YOUNG PEOPLE.

and Astonishing Growth This Body-Coming Convention

Promises Much.

an Sutherland, in New York Commercial

for the twenty-first international bien-! Christian Endeavor convention, to be ld at Denver, Col., July 9-13, between and 300 delegates will leave this city. ie list of distinguished speakers was ver more assuring of a splendid It is led by the Hon. J. W. Folk, to has been trying heroically to sweep Louis clean of municipal corruption. ristlan citizenship will stand well to the ont. Great Britain will contribute several peakers of note. E. J. Powell, of Wales, ill bring into the convention all the sturdy orce of his rapidly growing national union. Endeavorens will enjoy a great treat in earing at the Denver convention the Rev. t. J. Campbell, of London, who was found ble to take the place left vacant by the feath of Joseph Parker, D. D., the famous City Temple preacher.

Another speaker whose name will arouse great enthusiasm is the Rev. R. A. Torrey, D. D., president of the Moody Bible Institute, Chicago. Almost every one has read of Dr. Torrey's wonderful evangeliswill send J. E. Randall; Japan, C. Ogawa; China, the Rev. W. M. Upcraft, the wellmown and greatly beloved Baptist missionry. From the United States and many other countries will come the strongest and most gifted men and women that have ever delighted Christian audiences.

The music of the convention promises o be of exceptional merit, with a choir of 800 voices under the direction of F. H. Jacobs, of Brooklyn, N. Y., and Percy S. arations are being made for a grand raily of the Junior Workers on Saturday afternoon of convention week. A unique pregramme has been arranged by Mrs. Franis E. Clark and Prof. Amos R. Wells, and will be rendered by the juniors with a choir

THE C. E. SOCIETY. Christian Endeavor is a name that has than 63,000 societies of to-day, distributed from the Arctic Circle to Cape Town, and from Philadelphia to Peking, having 3,-\$20,000 members, white, black, brown, yel-

Almost every one now knows something how polyglot, how multilateral Christian deavor societies and you will have beneath your eye a constellation rivaling that over-

000 stars, from Vancouver to Bombay, 4,000 of them being beneath the Southern Cross. A score of European countries, from the Czar's to the Sultan's, have Endeavor societies. In Sweden it goes by the short and name, "Kristna Endeavor Foreningamas." In China, where scores of Endeavorers felt the tooth of the dragen during the Boxer uprising, it is known as "the Drum-and-Rouse-Up" Society. The graceful monogram pin which has become so familiar a sight on coat lapels, watch chains, shirtwaists and school and street jackets, translated into native Japanese characters looks more like a silver grasshopper than tree Endeavorers in Samoa, the West Indies and all along the equator. One in the of coral. There are ice-proof Endeavorers in Alaska and Norway, bearing such suggestive names as "The Northern Light" Society and "The St. Bernard's Hospice." Endeavor has followed our flag into Cuba, Porto Rico and the Philippines. India and South Africa have recently put into the field secretaries whose whole time will be devoted to Christian Endeavor work, and a similar secretary will be appointed for China as soon as affairs have quieted down there.

THE GROWTH OF THE SOCIETY. The growth of the work abroad has undoubtedly reacted most favorably upon the growth of the society at home. The last f Europe, in India and Persia, and some

ly ten thousand societies, with half a milis well organized, with almost three hundred societies and efficient secretaries to promote it. In France there are a hundred societies, in Spain nearly as many more, in Sweden a still larger number, while in Switzerland, Italy, Bohemia, Bulgaria and Portugal the society, though new and as yet small, seems to be thoroughly well started Some idea of the great diversity and unique forms of Endeavor activity may be gained from the following facts: Twenty-

five societies have been established among the convicts in state prisons, while many services are held every week in county and city prisons. One society holds regular services in the Tombs, New York. A society in Toledo, O., bought an organ for use during the services in the jail. Every year, during the holidays and at Easter, thousands of cheery letters of greeting, accompanied by flowers, comfort bags or Testaments, find the gloomy prisons.

Last year the Endeavorers of Kentucky alone wrote 1,700 greetings, to which they added 400 Christian Endeavor pins, and ex-Secretary Baer sent 5,000 bearing his picture and a hearty greeting. Into hundreds of almshouses, asylums, hospitals, police stations, fire engine houses, car sheds, country schoolhouses, cottages and also into our ships and war vessels, parties of Endeavorers find their way every week with flowers, reading matter and songs and prayers. The San Francisco Christian Endeavor Union spent several thousands of dollars for a steam yacht, christened Christian Endeavor, that is devoted exclusively to floating work. In Nagasaki, Japan, there is a well-Christian Endeavor seamen's ne, which is in part due to the efforts of Carleton Jencks, one of the floating Enleavorers, who lost his life on the ill-fated faine, in Havana harbor.

WITH THE ARMY AND NAVY. On the Charleston, Newark, Olympia Massachusetts, Oregon and other naval ships, there have been floating Endeavor loating societies have been organized. ' transfers of men from one ship to and toating Endeavorers in Admiral Dewey's

make the tenure of such societies very unertain. However, there were so many leet in Manila bay that one of the capured gunboats was manned by a crew so erely composed of Endeavorers that the aft was nicknamed by the men Christian deavor. The society on the Olympia blished a little paper, the Ocean Breeze. he Oregon, on her wonderful run around continent, had a society of Endeavorers ard that held meetings throughout the

he Christian Endeavor work among the ature of the year just closed. In Helena more than one-quarter part of ey reid regular meetings, conventions out and the sheets forming the shell are tween the different societies, and in straightened into bundles to be sold to sion a Christian Endeavor paper was trunk makers, who utilize 'nem for problished in the Dutch language. When tecting the corners of Saratoga trunks. reat back to South Africa, they continued turers, who stamp from them the disks developed in him. He cured this disease

their organization; with the purpose planting a Christian Endeavor Society every Dutch church of South Africa.

ITS HUMANE WORK. The prison work of Christian Endeavor during the past year has greatly prospered. Nearly twenty States now have prison societies, and some 4,000 prisoners converted, of course, after the conviction, have been active members of the society. The career of those who have been discharged from prison has shown a real change, and their lives have been rev-

In human as well as patriotic service, Christian Endeavor has been no less ready. The Cleveland Christian Endeavor Union erected several public drinking fountains, which it keeps supplied with ice. At least two State unions-New Jersey and Mary-land-have established permanent freshair camps. A little society at Valdes, Alaska, built a relief station where the trail crossed the glacier, and kept a fire, food and restoratives for exhausted trailers. Every board in their shanty and every pound of their stores had to be carried on their backs for miles, and some of them had to stay in the shanty day and night. Several half-frozen men were res-

It was in Portland, Me., on Feb. 2, 1881, that the beginning was made in Wilston Church by the Rev. Francis E. Clark, D. D. There were about fifty menbers, boys and girls, as well as young men and women. In 1882 the first Christian Endeavor convention was held in Willston Church, Portland. By this time there were about twenty societies in different parts of the country. The second society was in Newburyport, Mass., the third in Rhode Island, the fourth in Portland and the fifth in Vermont, and not long after these were formed societies were heard of in Iowa, New York and New Hampshire. Statistics show that Christian Endeavor has been the means of adding

2,000,000 members to the church in the past More than \$500,000 was contributed last year by Endeavorers to the cause of missions at home and abroad. A Chinese Enic campaign through Australia, Japan and deavor society in San Francisco of forty England during the past year. Jamaica present active members gave more than 1,500 this year for missions, which probably breaks the world's record of a single

society's gifts to missions Wherever it exists it has always been the spirit of Christian Endeavor to put its hand to whatever it finds to do. Some one, in India, I think, characterized it as "the go-everywhere-do-everything" society, and in the twenty-two years of its existence it has certainly done much more to merit that name than can be told here.

CHAMPAGNE IS VERY OLD.

Monks Were the First to Manufacture | ment of Kubelik's concert.

Boston Budget The origin of champagne is rather mysterious and the painstaking man has yet to be found who shall write its true and authentic history. It was stated recently in newspapers, French and English, that the wine was brought to perfection by no less blending all the different grapes of the covering the highest delicacy and body. turalists and herbalists, as well as bookmen, and there is nothing wonderful in their discoveries of good ways for making

The Carthusians, founded by St. Bruno, who was a Benedictine of the "reformed" branch, have given us the world-famed lquor which they made from the herbs and just as some of the Trappists or Sistercians, who are also offshoots of the ancient order, by St. Benedict, have invented a soothing Clicquot-Pousardin of the present day. But the wine of the famous French prov-Aube, the Haute-Marne, the Marne and the Ardennes, was famous long before the time botanist wine cultivator. The plantations of the first "vignes de la champagne" date from the Gallo-Roman days, but their cul-

wine of kings. It was not yet, however, the "king of all wines," as Leigh Hunt erroneously calls the "manna of Montepulciano," after Redi. BIT OF FRENCH HISTORY.

of perfecting the juice drawn off from

both black and white grapes. But the "vin

de champagne" was making its way as the

An Empire Lost for Want of the Right Sort of Riding Habit.

An old legend, which makes no pretense written by Count d'Herrison, not possessing exactly the right sort of riding habit. It was the evening of Sept.

The news of the surrender of the French army and of the Emperor Napoleon at Sedan had spread about Paris. The city was excited, and there was talk of a revolution and the banishment of the imperial family. At this juncture Emile de Girardin, a man who was trusted by the empress, and who had had no little experience during pervious changes of government arrived at the Palace of the Tuileries. back in the midst of the pople," Girardin said, "and announce the abdication of the emperor in favor of the prince imperial, your own assumption of the title of empress regent, and the appointment of Thiers as prime minister, the empire might be saved. Something must be done to turn the tide." The empress accepted the advice. But when this leader of the world's fashion sought for a proper costume for her performance, it could not be found! The only riding habit in the Tuileries was a fantastic one of green, embroidered with gold and silver, made for a festal hunting occasion; and the hat was a not less fantastic threecornered affair of the epoch of Louis Quinze. The empress felt that it would not do to appear in this garb on such an occasion. Her appearance in it might have the opposite effect upon the people from that which she intended. The plan had to be given up, the empress and the prince imperial were banished, and the Napoleonic empire was at an end.

MAKING USE OF OLD CANS.

Turned Into Weights for Elevators

and Window Sashes. I was much surprised and greatly interested a few days since when shown through a certain establishment near New York city to find that the "raw material" used consisted chiefly of empty fruit and vegetable cans rescued by the cart load from the dumps of the city. I had supposed up to that time that the only purposes for which such material was suited was food for goats or to be attached to the tails of unfortunate canines. The principal products of this establishment, which is a foundry, are window sash weights, elevator weights and ballast for boats. The weight castings are very hard and when struck with a hammer ring like steel. About the only tool which can be used for removing sprues and fins is the hammer, as a cold chisel or file will not stand up to the work. The fracture of the round sash weights is smooth and shows crystals radiating from the center like spokes of a wheel. After delivery at the foundry the cans are first piled into a large iron grating, located under a sheet iron hood which termberally with crude oil, which is set on fire. the dirt and melts the solder, which falls through the grating, is collected, washed and melted, cast into ingots and sold to be used again. Some of these cans, which have simply lapped and soldered points, melt apart completely. These are sorted

used in cloth-covered buttons. The remainder of the cans, being machine made, does not come apart. These are loaded into large carts, taken to the forging floor on an elevator and dumped into the cupola. The cupola is fed with coke and cans in

form the bulk of the material. The cans are so light that some of them are carried out at the top of the stack by the force of the blast and a large screen has been ar- | remove warts." ranged to prevent the pieces from falling on the roof. If among those readers of the American Machinist to whom these facts are new there are any who have occasion to use the elevators in the sky scrapers of New York I can imagine such wondering how many empty cans it took to make the weights which balance the car in which

WE ARE NOT MUSIC LOVERS.

and Here's an Anecdote That Goes Far to Prove It.

Washington Post. "I seriously doubt whether America will ever become a great music-loving counsaid a well-known local musician, musical events here are not well patronized, except those of which some celebrated artist is the feature, which may come from an overrefined taste, which prevents enjoyment of anything but the very best, which is noticeable in the fact German is the genuine music lover, who enjoys music fairly rendered, and though no one appreciates more greatly the great artist, he does not demand greatness or nothing. But in his own country, and measur-him to enjoy creature comforts at the same his pipe, drinking in the strains of music at the same time, each form of enjoyment the complement of the others. Of course, this is not possible among what we customarily call our better class, which is not in the habit of eating and drinking in public. An incident bearing out partially my theory that it is a great musician and not the great music which is demanded occurred when Kubelik was here a year or two ago. On my way to his concert I met a friend who affects musical tastes, but as a business man does not keep in touch with musical events, and he had overlooked the rather modest announce-"'Come with me,' said I; 'I am going to

hear some good music." "Where?" he asked. "'At the Colombia,' I replied.

"'Oh, a young violinist,' said I, and seeing that he was not aware of Kubelik's arrival, I concluded not to enlighten him, but to get his unbiased judgment.

tist, but a good fiddler-scarcely interesting you know him and feel interested in him. and he does play well for a boy, but he does not measure up. Now, when Kubelik

"'That was Kubelik,' said I." DR. LORENZ IN BARE FEET.

The Austrian Surgeon Desired to Secure Good "Purchase."

With the gracious permission of the ladies and gentlemen here, I will remove my shoes and stockings." The speaker was Dr. Lorenz, the famous orthopedic specialist from Vienna, whose which he received for it have made his name ating at Rochester at a special clinic given in the City Hospital. His first case was that ample of clubfoot. The age of the child made the work difficult, and in spite of his great strength the surgeon had trouble in kneading and tearing the muscles and ligaments. The floor was oiled hardwood, and this added to his difficulties, giving no brace for his feet. Dr. J. T. W. Whitbeck, a Rochester surgeon, said he would hold him, and stretched out one foot for Dr. Lorenz to use for a block. The great surgeon gave one herculean strain and Dr. Whitbeck was sent flying back ten feet. It was then that Dr. Lorenz made the observation quoted

stockings he went on with the operation. all the time talking to the spectators, as is his custom. This time he told a story with "It is frequently the case," he said, "that the slipperiness of the floors makes it impossible for my feet to hold sure. So then I do what I have just done, and remove my shoes and my stockings. Once I was called to Madrid to operate upon the daughter of a Maria Christina. It was a difficult case, and the Queen desired to be present. The floor was slippery, and I was having a hard | reverent," said the first, "was offered up by time with my feet. The Queen and some of the great court ladies stood beside me. and my mind was in doubt. At last I said:

When he had removed the shoes and

permission to remove my shoes and stock-"The court ladies looked at one another in astonishment, but the Queen smiled. You are ruler here, doctor, and I am "So I took off my shoes and stockings bewas successful. But I always felt that the about it.'

"'If it please your Majesty, I will ask

A PRIVATE TUNNEL.

Chicago Business Houses.

It appears that an interesting work has been going on in Chicago for several years excavation of a tunnel fourteen miles long under the business district of the city. This tunnel is a business undertaking simply, and is to contain a railway for the transportation of freight among the great mercantile houses and between them and the freight stations of the forty-two railways which enter Chicago, besides furnishing accommodation for telephone wires and poscredible that a tunnel of this length, varying in width from six to thirteen feet and in height from eight to fourteen feet, could have been constructed under the most crowded part of a great city without the knowledge even of the newspaper reporters, but the tunnel is far below the surface, the depth varying from twenty-seven to sixty-five feet, so that it was unnecessary to make temporary roadways over it, and the ness! excavated material has been taken out at night through shafts opening in private ground and taken away to the lake front. The ground under Chicago is a soft clay. which was easily excavated, but it has been necessary to line it everywhere with connel is already in use, and many business houses have shafts opening into it, equipped with elevators, by means of which freight packages, brought by cars running on the tracks laid in the tunnel, are hoisted to the warerooms. Although an underground expensive substitute for trucks and horses. it is quite possible that it may economy, as well as convenience, in handling and transferring merchandise. Every one must see that the maintenance of a stable full of horses and wagons, and of a portant item in the cost of carrying on business, especially when, as is often the case, the wagons are driven half the time empty or with only one small package in them; and a system by which goods arriving by rail could be at once delivered at their destination, with the minimum of handling, while those shipped could be billed through from the shipping clerk's desk, would be of immense advantage to merchants, as well as to the public.

The Strawberry Cure.

the latest fad I have heard of," said a druggist. "This cure has, too, some reason and some fact behind it. Linnaeus, the great naturalist, cured himself of rheumatism with strawberries, and it has recently been proved that strawberries contain salicylic acid, which is the rheumatism remedy that was very poor and very rash. In studying nature he would go out in all weathers, and it is said that he would often sleep all night

eating several quarts of strawberries a day. His biographers narrate the story, and in that way the fruit's popularity as a rheu-matic specific was achieved. Lately, on account of the discovery of salicylic acid in strawberries, this popularity has increased. I know a great many rheumatic persons who are eating strawberries three times a or a bundle of tin roofing used, but cans | day with great benefit to their health. Salicylic acid, the rheumatic specific, is used also to keep milk fresh and to preserve meat. Applied externally, they say it will

SENATOR CLARK BAFFLED.

Watchman Refused to Let Him Enter His Own \$6,000,000 House.

New York Letter.

How Senator William A. Clark, the Montana multimillionaire, came to be kept out of his magnificent new Fifth avenue residence by a watchman, and how he had to leave without being able to show his new home to a party of friends, is a story over which workmen about the great palace at Seventy-seventh street are chuckling. The residence of the Montana millionaire, which stands at the northeast corner of Seventy-seventh street and Fifth avenue, has been in process of construction for four years, and it is said that it will take three years more to complete it. It has cost \$3,000,000 already, and before it is finished leads me to doubt whether the public goes | it may cost \$3,000,000 more. Senator Clark seldom sees his new palace, though he "O. and hear a great musician. Now, this K.'s" all the bills. The supervision of the great work is in the hands of Dr. Culver, Senator Clark's son-in-law. The last day Senator Clark was in the that in social life, while he or she who city, before leaving for Montana, he invited merely sings or plays is tolerated and lis- two women friends to see his new house. tened to patronizingly, there seems to be One of his friends had a camera and was no real enjoyment of the effort made. The very anxious to take some interior views of

Senator Clark and his friends got on car, according to his usual custom, and alighted at Seventy-seventh street. The senator was lightly bounding up the masably here in his Saengerbunds, he listens to sive steps to the great front door when the his music under conditions which permit | watchman espied him. The watchman had never seen the United States senator from time. He takes his frau and kinder to the | Montana, and consequently failed to recogmusic hall or beer garden, where, seated nize the bushy-whiskered man as the around a table, they sip their beer, eat owner of the house he was guarding.

German lunches, and pater familias puffs "Hey!" yelled the watchman, hurrying toward the stoop.

Senator Clark stopped half way up the stairs and turned around with some sur-"Where are you going?" demanded the "I'm going to look over the house," replied

Senator Clark, quietly. "Well, I guess not," retorted the watchman. "What do you want here, anyway?" "I own the building," announced Senator Clark, in tones of some surprise. "Say," said the watchman, swinging his world. club and winking confidentially at the senbehave myself I can stay here three years more, d'ye see? No 'con' game like that for range downward to \$25 and \$30 a week in ator, "I'm on this job three years, and if I Senator Clark looked very much confused, but finally bethought himself and pulled out

'My name is Clark," he said; "here is my card." On the card appeared this: "Senator William A. Clark." The watchman took one look at it then swung his club. "Up the street for yours, or I'll call a cop," he said, decisively. At this one of Senator Clark's guests be-

a small card.

gan to laugh, and the senator became indig-"Well, can't I go inside," protested the owner, "and telephone to the builder?" "I have me orders," declared the watchman, "and no one gets inside unless he has At last the owner of the \$6,000,000 mansion

confusion, taking his guests with him. The

next day he went to the contractor. "Who is that watchman you have there guarding my home?" he inquired. "That is one of our most trusted employes," replied the contractor. Senator Clark then related his experience, and, diving down into his pocket, drew forth a second card. On the back of this "Give bearer any hat he may select and

charge to my account. W. A. Clark.'

How Foreign Children Learn.

Everybody's Magazine. dren realize that knowledge-especially beauty of form and color. With nothing in their unlovely lives to awaken a spark of artistic creativeness, once given a glimpse lous talent for creation which is their heritage of race, and which has outlived the degradation of fifty generations. All the children of the East Side, especially the to Hungarians, have a wonderful gift of lan-

Short Prayers.

Philadelphia Record. short prayers. "A prayer short as it was ira soldler before the battle of Waterloo. It was this: 'O God, if there be a God, save my composed by Bishop Atterbury in the early God,' it ran, 'if, in the day of battle, I forfore the Queen of Spain, and the operation | smiled, and said: "When I was a lad, I one ladies in waiting were rather shocked | me at the head of the table and bade me say a grace. I was taken aback, for I knew no grace to say, but a text popped into my I rattled it off, and, after it was over, I realized that it was appropriate enough. It was: 'O Lord, open Thou my One Fourteen Miles Long for Use of lips, and our mouths shall show forth Thy

The British Schoolboy.

A correspondent sends to the London Globe a list of "howlers" perepetrated by by the master. On the nature of gases, 'An oxygen has eight sides." In natural history. "A cuckoo is a bird which does not lay its own eggs;" "a mosquito is a child of black and white parents," and "a blizzard is the inside of a fowl." In geography the following: "The equator is a menagerie lion running around the earth and through Africa;" inhabitants of Paris are Parasites." Among answers we have heard before is that of the child who declares "Izaak Walton was such a good fisherman that he was called the Judicious Hooker." Surely a little child shall lead us in the ways of humor if this last is a piece of spontaneous guileless-

Panama Hats.

Philadelphia Record that the best Panama hats don't come crete. A considerable portion of the tun- from Panama at all; that the term is merely used as a trade name. The finest of these hats come from Ecuador, and a young Philadelphian who has just returned from there brings back with him a hat that is the wonder and envy of all his friends. It is so soft in the matter of fiber and workmanship that the whole thing can be compressed and completely hidden in the clenched fist of one hand; but when released it will fly at once into its proper shape without any damage having been done. This particular hat is of the finest texture, and there are very few like it exported from Ecuador. He has refused an offer of \$150 for it, but declines to tell what is cost him.

Could Curl Her Own Hair.

The late Rev. George Koenig, a Brooklyn clergyman, who was rather puritanical in his views, rebuked one of his parishioners whom he saw with her hair profusely curled. "If the Lord intended your hair to curl," he said, "He would have curled it for you." Whereupon the young lady re-"He did when I was a baby,

A Poem of Passion. Baltimore News.

am quite able to curl it myself.

poem has been awarded the by this department for sucactness and clearness of thought. Any ne who has the nerve to claim the prize can

THE ART OF ADVERTISING IS PROFESSION BY ITSELF.

Many Chances Now for Inventing New Ideas, Methods and Schemes-Business Taught in Schools.

Philadelphia Ledger.

Among the various twentieth-century professions which have arisen within the past ten years that of the advertising man has suddenly assumed the prominence which it could acquire only in a country which spends a billion dollars a year for advertising. This is quite a sum-three times the value of the wheat crop, nearly five times that of the gold production, and ten times that of the iron industry. It requires one hundred thousand men to direct its expenditure. There is not a city of five thousand and upward of inhabitants which has not from one to one hundred advertising men. New York has five thousand, and there are half a dozen other cities with nearly as

The dean of the advertising corps is the advertising agent of a merchant who is admitted to stand at the head of retail advertisers in the United States. This man receives a salary variously estimated at from \$12,000 to \$15,000. Several stores pay nearly as much, and there are probably fifty manufacturing concerns in the country which pay the heads of their advertising departments \$10,000 or over. All concerns which go after national patronage pay their advertising men from \$5,000 to \$10,000, and there are thousands of men now receiving the lesser sum, where ten years ago there were very few. All this is a sign of the revolution in business methods. It has become an era of enormous advertising as well as of enormous aggregations of capital, and America is the great advertiser of the

SALARIES THAT ARE PAID.

the small cities, but even this is a great advance over a few years ago, when the head of the firm himself attended to his advertising in a haphazard way. The subject is now systematized and studied like any other which involves the expenditure of millions per annum. The advertising department of every big firm has a staff of them is a printing plant, where the advertisements are set up daily, the proofs carefully inspected by the head of the department and only the corrected copy sent to the newspapers. A store in the small, up confessed himself outdone and retired in State city of Hornellsville, N. Y., recently set up such a plant under its own roof. The head of the department is in many respects the most important man in the business. He is a member of the council of managers. He is the first man con-

sulted in every new scheme of promotion. He knows the business inside and out and he is the great originator of new ideas in its conduct. It is because of this fertility of invention that he holds his big position and draws his big salary. As to his minor qualifications, he must know how to write English and how to read proof. He must have a thorough knowledge of all kinds of type. He must know just how an "ad" is going to look on the printed page. He of all manner of illustrations, though he rectly of the value of a picture in advertising his business; its inherent suitability to the subject, its power of attracting atand designs of his own and turn them over to the artist for illustration.

THE USE OF THE CAMERA.

Right here another new trade has de-

which renders it far superior to the brush world. Some of the best-known faces is an old veteran of the civil war, who was living embodiment of the mythical Uncle Sam familiar to every American eye, and always popular for advertising purposes. The photographer has lately discovered. an equally good model for "Columbia." nothing so successfully attracts attention beautiful woman's face. Others ful. Even with the latter limitation there is a wide field for the woman who can adays is getting all the pretty models away from the artists. The posing tures and expressions are suitable, figure and coloring do not matter, if she can throw charm and attraction into such a prosaic act as brushing her teeth, bringing in the morning coffee pot, or scrubbing her pretty face with Blank's soap, she is in demand. There are probably a hundred photographers, men and women, who are making from \$50 to \$100 a week, now, preparing this sort of illustration for magazines, brochures, catalogues and the various forms of printed matter sent out by firms. It is the camera model who may be thanked for the passing of the simpering, impossible lay figure which used to adorn the fashion plates and the substitution of a very real, charming, and charmingly gowned

PRETTY AND HUMOROUS DESIGNS. All this class of work applies to only one class of advertising, that of specified articles, as fixed prices; "for sale by all druggists," or "all grocers," as the case may quainted, the only necessity is to keep the name of a particular brand forever before the public eye. It is for this that pretty or humorous designs are sought, and for this that the prosaic advertising man occasionally, like Silas Wegg, "drops into poetry." "Spotless Town" is the best and advertising. It has become a classic in

young person in her place.

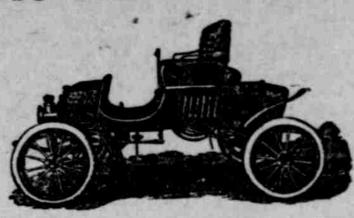
advertising literature Rhymed jingles and pretty pictures, however, pertain only to general advertising. Under the great head of retail advertising, which is and always must be confined to the newspapers, the matter inside the advertising space is as much news in its way as that in any other part of the paper. It fectly straightforward, businesslike manner. The primitive idea in advertising was simply to attract attention to the name of the store. The up-to-date principle is to tell people exactly what they can find there in the briefest and most efficient fashion. The modern advertising man goes on the principle that he cannot make a person buy anything he does not want, but that if he or she-particularly she-has a certain purchase in mind, he will look over the "ads" carefully to see where he can find what he wants. Such a reader is not imotherwise. He is looking for a plain statement of price, quality and style; and the advertiser who keeps these before the public in the most timely and persistent fash-ioln is bound to catch the greatest number

THE NEWSPAPERS' SHARE. "Half the billion dollars paid annually for advertising in the United States goes to the newspapers," said an old advertising man. "For certain classes of business, notably the theatrical, outdoor advertising is necessary. For certain staple articles it is newspaper advertising. Even the patent inside of Smith's Four Corners Weekly and | spot the whole of the knowledge obte

WE ARE NOW SETTLED IN

Our New Store

113-115-117 W. Market St.



SEE OUR FINE DISPLAY OF Carriages and Automobiles

National Electric Vehicles CAN BE DELIVERED PROMPTLY.

ANOTHER CARLOAD OF Gasoline arrived Friday, only a few

"They are hard to get, but are good when you get them." H. T. HEARSEY VEHICLE COMPANY

AMUSEMENTS.

FAIR BANK MONDAY, JULY 6, ONE WEEK ONLY.

MABLE HUDSON CLAUDE CUNNINGHAM AND OSTENDORF'S FAIR BANK CONCERT BAND.

86 Musicians. 10 Soloists. Reserved seats 10c extra. Tickets can be reserved by 'phones, New 6233, Old 481 white. Change of programme nightly. Matinee every Saturday afternoon. No extra charge for reserved seats at mailnee

ADMISSION 25 CENTS. TABLE D'HOTE DINNER EVERY SUNDAY, 1 to 4, 75c.

RACES! RACES!! .. MONDAY .. Running, Trotting and Pacing \$20,000.00 In Purses. FAIR GROUND

its kind, with their hideous cuts, sell enormous quantities of goods." There is very little opportunity for "free lance" work in advertising. An outsider can seldom design an "ad" which an advertiser will purchase. He does not know the business well enough. There are advertising agencies, but that is a different matter. A man who has been advertising agent for a firm at \$50 a week may open an office, attend to the advertising for several

firms, and raise his income to \$200 a week. But he is not a "free lance." In a commercial school in the city which advertising is one of the branches of study the pupil is first put through a course of sprouts in grammar, spelling, punctuation and composition if he doesn't know them already. Then he begins by writing of the humble sandwich man, and ends by posters big enough for the side of a skyscraper. But the chief stress is laid on the small newspaper "ad," which is the form most used. How to write it in crisp, forceto meet great competition. There is a of the value-are subjects of never-ending young man who claims now to have the study. And always and ever he must cultivate his originality, for in this business, as in every other, it is the man who furin sixty-two battles; and in face, hair, nishes the ideas that gets the pay. The man who provides the idea for a taking illustration will get \$50, while the artist who executes it will get \$10.

BRITAIN AND THE SPY.

How Information Is Secured by the Foreign Office.

London Express. All the great nations require information about other countries which is not obtain-

powers on the continent are organized on a scale of cost and efficiency undreamed of in this constitutional country. In Russia number of agents, both male and female. who are resident in England. Some of these paid agents or spies are people well known in society. Their duties vary from diplomatic work of the highest delicacy to the collection of newspaper cuttings. One of the points attended to by the Russian secret service is the record of every English public man who speaks or writes writer had the opportunity of seeing the system followed by the Russian police. Every speech and every writing of Mr. Shaw-Lefevre-an innocent and not very formidable personage-with particulars of his birth, parentage, means, residence, habits, tastes and position were all entered in a great portfolio.

Considerable sums are spent by Russia on secret service agents in central Asia, Beloochistan, Persia, and in India itself. The object of these agents is to belittle Great Booker T. Washington and the Col-Britain and belaud Holy Russia. Constant diplomatic duels take place between British consular agents and the avowed representatives of Russia. This subterranean war of secret agents is going on all over the

The German system of secret service is

conducted on much more scientific lines.

German knowledge of the United Kingdom is more complete than that of most Englishmen. I was lately informed by a British diplomatist of the highest rank that the German general staff possesses a schedule of the contents of all the chief residences in the kingdom. Every picture and work of art of any considerable value is known to the German general staff, while the study of British topography, the mastery of our ordnance maps, the knowledge of the fords, roads form the subject of examination from German officers who are told off to the duty of acquiring full knowledge of the counties of the United Kingdom. The German is the store news, told day by day, in a per- | agents in England, who are occupied in surveying our country, with a view to contingencies, are generally to be found in couples in the guise of tourists. They know to a head how many horses the Irish farmers can supply within a given time. They have made a careful study of the idiosyncrasies of our leading men. Their tastes, habits, health, friends and means are carefully noted by the astute Teutons, who distill the money of information from English fields for the German hive. The principal feature in which German secret service differs from that of England is that the Germans co-ordinate the whole of their knowledge and have it ready to hand to a concentrated form whenever it is required.

The English system is different. There is secret service fund, controlled by the Foreign Office. So many Foreign Office agents are hostile to England and are unaid that the Foreign Office service is often found to be useless for naval or military During the last two years the Admiralty has succeeded in wresting from the Foreign Office the control of the secret service, so far as it affects the navy. During the trouble with France over Fashoda agents of the Admiralty were busily watching French opinion in the great centers.
The British military intelligence depart

The Foreign Office should be the brain, the German and Russian Foreign Offices fulfill not only does not know what is going to happen, it does not want to know, while the military and Foreign Office intelligence departments are separated administra-

What does the Admiralty know about the German fleet? Very little. How many times has the naval attache in Berlin visited Emden, or even Kiel? For what purpose are the miles of quays erected at Emden, a little village with a tenth-rate museum in it? If the Boer war taught us anything it was to enforce the lesson that the intentions and tenedencies of other naby the reorganiztion and establishment of preparing full-page "ads" for newspapers, an efficient and up-to-date system of secret

Huge Rug for a Lodge Room.

That America is equal to almost any demand made on her manufacturing facilities has again been demonstrated in the production of a rug in Philadelphia for the igeroom of the Knights of Pythias in Hartford, Conn. It is 42 feet 6 inches long by 36 feet 6 inches wide; or, in other words, contains 1,339 square feet, or 149 square yards. If it were hung depending from the roof of a double four-story dwelling, coming down over the front, it would almost completely hide the two houses from view. If laid in the street it would cover the roadway for half a block. It is immensely heavy, taking sixteen men to handle it. Special poles had to be made for rolling it on. The rug was designed by American artists, spun, dyed, woven and finished by American workmen. The design is Oriental, founded on a geometric basis, and of rich,

but subdued, coloring.

There are certain sections of the city in which it is dangerous to be polite. woman dropped her chatelaine bag in lower East Side street the other day. A nicely dressed young man started forward and stooped to pick it up. While he was in this defenseless position the woman brought down her umbrella with greatt force and precision on the back of his neck. A policeman rushed up immediately to see what the trouble was, and the woman accused the gallant young man of most things on the criminal calendar, but particularly of attempted grand larceny. With great difficulty the young man succeeded in pacifying her and explaining to the policeman, who let him go with this reprimand: "Them manners don't go down here, young feller. Just keep yer hat on an' blow smoke in the ladies' faces an' you'll

be all right.'

Everybody's Mgazine.

An old Florida colonel recently met Booker T. Washington, and in a bibulous burst of confidence said to the negro educator: "Suh, I'm glad to meet you. Always wanted to shake your hand, suh. I think, suh, you're the greatest man in America.' "Oh, no," said Mr. Washington. "You are, suh," said the colonel, and then, pugnaciously: "Who's greater?" "Well," said the founder of Tuskegee," there's President Roosevelt.'

"No, suh," roared the colonel. "Not by a

jugful; I used to think so, but since he invited you to dinner I think he's a blank

scoundrel." Some Time Ago

The New Albany Ledger said: twentieth century as one of the very newspapers published in this country. It is as clean as it is newsy, and it is a model of superior typography. Its elevated tone has been its characteristic since the early fifties. The Journal, as the leading Republican newspaper in the West, has always commanded the support of its political oppon-ents, for it has always been a superior newspaper, and a very able one in its editorial and news conduct.

"The Daily Journal covers the special field of news in Indiana with enterprise and lity, and in the general news, literature and science it is always at the front." Many city readers of the Sunday issue not realize how little additional it would cost them to get the daily issue. The price of the Sunday alone is 5 cents a copy, which averages 22 cents a month. As the daily and combined costs only 50 cents a month in Indianapolis and suburbs, it can be seen that the additional price of the daily issue is only about 1 cent a day. Have your subscription include the Daily and Sunday issues. Telephones 238 and 86, both com-

C. W. KRIEL